



**FEBRUARY 3RD-5TH**

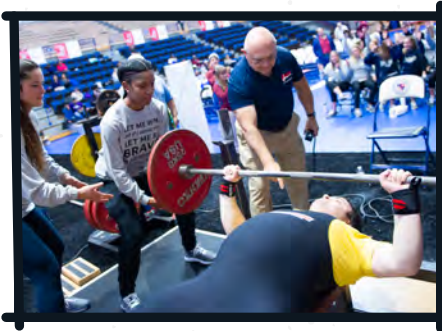
**WWW.PLUNGEMD.COM**

## SPONSORSHIP OPPORTUNITIES

Become part of the Maryland tradition that raises over \$3,000,000 annually for the athletes of Special Olympics Maryland. Through partnership, your organization can invest in a world of opportunity and help lead the charge for inclusion of our family, friends, and neighbors with intellectual disabilities.

### IMPACT

Drawing over 10,000 plungers to Sandy Point State Park, it is the ideal opportunity for your organization to drive business, make B2B connections, build company culture, and grow brand awareness.



- All proceeds from the MSP Polar Bear Plunge, including sponsorship, benefits the athletes of Special Olympics Maryland.
- Events like the MSP Polar Bear Plunge allow Special Olympics Maryland athletes to participate in year-round sports free of charge.
- The MSP Polar Bear Plunge is the largest plunge in the United States and second largest fundraiser in Maryland.

Sponsor Benefit*	\$7,500	\$5,000	\$3,000
Logo on Back of Plunge Sweatshirts (x10,000)	🐾		
Logo on 6 main event banners	🐾		
Logo on VIP Hospitality Step-and-Repeat	🐾		
Plunge program recognition (1/4 Page Ad Space)	1/4 Page Ad	Logo	
Social media recognition (all platforms)	🐾	🐾	
Plungemd.com recognition with URL	🐾	🐾	
Offer/Ad in Plunge cinch bags (x10,000)	🐾	🐾	🐾
VIP tickets to Friday's Governor's Reception OR Saturday's VIP Hospitality	6	4	2
Provide custom promotional giveaways for Plungers and/or volunteers	🐾	🐾	🐾
Vendor tent on Plunge Plaza	🐾	🐾	🐾
Company mascot onsite for photo opportunities	🐾	🐾	🐾
License to use SOMD marks to highlight support	🐾	🐾	🐾

\* Benefits span the 3-day duration of Plunge Fest to include Cool Schools, Police Plunge, Corporate Plunge, and Saturday Maryland Tradition Plunge.

Interested in event sponsorship? Contact Sharon Perfetti at [sperfetti@somd.org](mailto:sperfetti@somd.org) for more information.